



Coast Guard Flag Voice 05

AFFILIATING DEPARTING ACTIVE DUTY MEMBERS WITH THE SELRES

In a recent Flag Voice, I told you that my single most important priority is recruiting the workforce of tomorrow. I spoke of overall active duty retention and urged additional action to make "Every Coastie a Recruiter" to increase the number of qualified prospects arriving at our recruiters' doors. As pointed out in Flag Voice 3, as with the active duty force, we are not making tremendous progress filling our reserve forces to the 8000 authorized strength level; we remain about 700 short. All too often, we've viewed members who leave active duty as a loss to the Coast Guard. In this Flag Voice, I will focus on how units can help big time with our Selected Reserve (SELRES) strength.

These fully trained and fully qualified members can and should continue to provide valuable service through affiliation with the Coast Guard Reserve. In fact, if you think about it, this should be our single best and probably largest source of entrants into the Reserve. Reservists aren't just a part-time resource. More than 130 reservists are answering the call for Extended Active Duty during our current shortage of "regulars." More than 187 reservists are currently on ADSW-AC (formerly TEMAC) assisting units during in various special projects. Still more reservists perform their annual two-week duty during peak operational periods. We benefit daily from the availability of these individuals.

I need your help in raising Reserve affiliation from its current low level of less than 10% (the other services are about 20%). Two elements are critical to achieving a substantial increase in our affiliation rate:

1. Command Involvement - we need a more coordinated "deckplates" approach to educate departing members about the value of affiliating with the Coast Guard Reserve, and
2. Information- need better follow up about Reserve opportunities at key information points such as ISC(pf)s, PERSRUs and units with RPAL billets.

Commands are the key in all this, ensuring that effective counseling is provided to members considering leaving the Service. Just as every Coast Guard person must be a recruiter, every unit must focus on retaining good people and motivating departing good people to affiliate with the Coast Guard Reserve. Direct contact between individuals who plan to depart and a unit member (active or reserve) armed with marketing information about the Reserve can provide the "hook" for initial Reserve Component affiliation.

To assist units, we are developing and distributing information and job aids. These include Reserve recruiting brochures, information booklets, videos, and CDs. We have just developed a new "RELAD" Internet site (<http://www.uscg.mil/hq/reserve/relad.htm>) as a job aid to assist in the out-brief process

Each unit needs a "career counselor" or the "unit recruiter" I described in Flag Voice 3, who can ensure the existing RELAD process is carried out effectively, i.e., each member leaving active duty is sufficiently informed of all the benefits of affiliating with the CGR, that the member makes a conscious decision about affiliation, and that the servicing PERSRU

processes the affiliation request. Incentives include an affiliation bonus (up to \$2400), Reserve GI Bill (does not require a contribution), Reserve retirement, and SGLI (same as active duty). What is most important is working to get this decision prior to the member's RELAD or resignation, when the transition is easiest. Putting the individual into contact with the unit they would affiliate with (where relocating) is also a critical part of the affiliation process.

After people leave the CG, HRSIC makes available to ISC(pf)s a list containing the locations to which exiting members plan to return. Ideally, ISC(pf)s should initiate contact with members relocating to their area. The ISC should also advise units with reserve billets if candidates move to their local area. The unit can then follow-up with potential candidates and work with local recruiting offices. I received the following from TRANSCOM as an example of what can be achieved when units are motivated and aggressive with their recruiting efforts and partner with local recruiters:

"Early in the year we established an internal objective to recruit five new members for the Coast Guard in 1998. Although we had 6 of our 7 enlisted billets filled, we wanted to respond to the overall shortfall being experienced nationally. Working with ISC St. Louis and Chief Paul Boyer from the recruiting office in St. Louis, we focused on enlisting new members through all avenues. Chief Boyer provided training to the entire unit, giving us an overview of the various programs available to new members. CDR Ohms and LCDR Hughes volunteered to be the unit recruiting coordinators. Each unit member was provided with recruiting information and contact cards for referring potential new members to the recruiting offices.

To date, we have recruited 3 new members. Again, this has been through the coordination with Chief Boyer and the ISC. One new member was recruited from the IRR by one of our unit enlisted members (SKC Steele). A second member was recruited after he graduated from high school. He just finished boot camp in August and will be performing his first drill with us in September. Our third new member is currently on active duty at MLC LANT. He is expected to join us in November upon his release from active duty.

Besides being lucky, I would attribute our successes to date to the following:

- 1) Establishing a program and making recruiting a unit priority.
- 2) Excellent support from the ISC and recruiting office.
- 3) Name recognition -- USTRANSCOM is getting recognized as a unit with excellent augmentation opportunities working in a high tech environment. We have a lot of unit pride.
- 4) Location (Geography) -- we take no credit for this; but we take advantage of it.

While we may not reach our goal, I believe that we have made some positive strides in the recruiting arena. /s/ M. Stango"

Our goal is to substantially raise the rate of reserve affiliation which improves the return on investment we've made in the training and experience of active duty members. This will help the Coast Guard by providing a strong Reserve for peacetime augmentation, domestic surges and defense response.

I would like to ask every leader to do something right now. Find out who in your unit/staff plans to or is even thinking about RELADing (enlisted) or resigning (officer) in the next 12 months. Sit down with each and place CG Reserve information before them. Fill them in on the incentives and opportunities. Connect them with their potential unit. Help them make the "right"

choice should they choose to leave active duty. If they joined the CG because of "jobs that matter," they can still take pride in doing those jobs -- in a slightly different capacity.

Thanks!

Regards, FL Ames



[Flag Voice Contents](#)

This page is maintained by [HR Webmaster \(CG-1A\)](#)